

January 7, 1938.

Mr. Horace Mason,  
Publicity Bureau,  
University of Kansas.

Dear Horace:

Congrats on your timely short sport notes! I think these should be a part of your regular feature. Lots of papers will pick up a few of those short notes, and although they do not give you credit for it, they will use them.

Why don't you write a lot of those short by-lines something like the AP out of New York runs. I believe that the papers would eat those up.

Here's one angle for you. This is my 20th year coaching basketball at the University of Kansas. In 1908 and '09 we won the old Missouri Valley Championship both years. It might be interesting to run the years that the championships have been won in basketball at Kansas. It doesn't leave a lot for the other fellow. Nebraska tying for the championship this past year has been the first time that they have been in the money for over 18 years, but they are on the way now.

That sophomore material story was a dandy, and I think your contrast of Florell and Bobby Hunt is also interesting. Keep up the good work.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH